



# Lincoln University

## BA 10 Introduction to Business

### COURSE SYLLABUS

Department of Business and Economics

Fall, 2019

- Instructor:** Dr. Ken Germann, MBA, JD  
**Lecture Schedule:** Wednesday, 3:30 PM – 6:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Introductory (I)  
**Office Hours:** TBA  
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- Textbooks:** **Understanding Business**  
10<sup>th</sup> Edition, by Nickels, McHugh, J., and McHugh S., McGraw-Hill, NY, NY, 2013  
ISBN-10: 007352459X and ISBN-13: 978-0073524597
- Prerequisites:** *None*  
**Last Revision:** July 29, 2019

### CATALOG DESCRIPTION

A survey of the basic functions, objectives, and structure of a modern business within the framework of a free-enterprise system. The course focuses upon the specialization and interdependence of business function and skill in decision-making. It is a prerequisite for all business major courses except accounting and statistics. (3) units

### COURSE OBJECTIVES

- \* Students will understand how free market system works. PLO 1, ILO 2B
- \* Students will understand how banking and investment work. PLO 2, ILO 2B,7B
- \* Students will have a knowledge of organizational structure and human resources. PLO 4, ILO 4B,6B
- \* Students will learn the general management issues in planning, financing, marketing, personnel and legal requirements. PLO 6, ILO 3B

### PROCEDURES AND METHODOLOGY

Lecture method is used in combination with application assignments. The emphasis will be on learning by doing. Every student must participate in an intensive preparation and classroom activity.

### COURSE PROJECT

Every student must complete and submit a plan for setting up a business operation in a new international

market place. Final project will be presented orally on the last day of class.

### REQUIREMENTS

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “application assignments” are scheduled throughout the course. Students must complete all assignments and do all exams on the dates scheduled. Even the assignments are the same, students will be evaluated on their performance as undergraduates, with different expectations in quality and quantity.

### INSTRUCTIONAL METHODS

Lecture method is used in combination with marketing case studies. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

### ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. Students will not receive any credit for missed assignments.

### EXAMS AND GROUP PROJECT

Both midterm and final exams are take home and case studies, where the student uses their learnings to solve actual problems. The group project will be undertake a larger problem and develop solutions to them. Teams will be required to do an oral presentation on the final class.

### GRADING

Class Participation	100 points
Mid-term exam	100 points
Final exam	100 points
Course Project - Written	100 points
Oral	<u>100 points</u>
Total	500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	300-349	D
415-434	B	299 & below	F
400-414	B-		
385-399	C+		

**COURSE SCHEDULE**

<b>Class</b>	<b>Topic</b>	<b>Chapters</b>
1	Overview	Ch. 1, 2
2	Modern Business Environment	Ch. 3, 4
3	Business Ownership	Ch. 5, 6
4	Organizational Structures	Ch. 7, 8
5	Management and Motivation	Ch. 9, 10
6	Human Resource Management	Ch. 11, 12
7	(a) Review (b) Take home Midterm Exam	
8	Marketing: Product and Price	Ch. 13, 14
9	Marketing: Promotion and Distribution	Ch. 15, 16
10	Accounting	Ch. 17
11	Financial Management	Ch. 18
12	Financial Systems	Ch. 19, 20
13	Bonus Topic	
14	Final Take home Exam Written Course Project Due	
15	Oral Presentation of Course Project	

**COMMENTS**

- \* Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- \* Please come on time. Late arrivals disturb everyone else.
- \* If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- \* To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- \* Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

**MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

**INSTRUCTOR BIO**

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 181 countries.

Course Revised: July 24, 2019